WHAT IS CLAIMED IS:

1. A reflecting-mirror-equipped lamp comprising:

a high pressure discharge lamp including a luminous bulb enclosing a luminous material therein and sealing portions respectively extending from both ends of the luminous bulb; and

a reflecting mirror for reflecting light emitted from the high pressure discharge lamp,

wherein the reflecting mirror has an opening at the front thereof in a direction in which light is emitted, and the opening is provided with a front glass,

two air holes are formed through the reflecting mirror,

the two air holes are disposed on a cross section of the reflecting mirror which includes the luminous bulb and is substantially vertical to the direction in which the sealing portions extend, and

if the cross section is divided into first, second, third and fourth quadrants with respect to the luminous bulb, the two air holes are respectively provided in two quadrants diagonal to each other such that the air holes are located in the first and third quadrants, respectively, or in the second and fourth quadrants, respectively.

2. The reflecting-mirror-equipped lamp of claim 1, wherein a virtual line connecting the respective centers of the two air holes touches a portion of the luminous bulb located above the center of the luminous bulb.

3. A reflecting-mirror-equipped lamp comprising:

a high pressure discharge lamp including a luminous bulb enclosing a luminous material therein and sealing portions respectively extending from both ends of the luminous bulb in a substantially horizontal direction; and

a reflecting mirror for reflecting light emitted from the high pressure discharge lamp,

wherein the reflecting mirror has an opening at the front thereof in a direction in which light is emitted,

two air holes are formed through the reflecting mirror,

the two air holes are disposed at both sides of a line which is substantially vertical to the luminous bulb and passes through the center of the luminous bulb, as viewed from the opening,

one of the air holes is positioned diagonally above the luminous bulb and the other is positioned diagonally below the luminous bulb, and

a virtual line connecting the respective centers of the air holes touches a portion of the luminous bulb located above a horizontal line passing through the center of the luminous bulb.

4. The reflecting-mirror-equipped lamp of claim 3, wherein the high pressure discharge lamp includes a luminous bulb enclosing a luminous material therein and a pair of sealing portions respectively extending from both ends of the luminous bulb,

the reflecting mirror includes a wide opening located at the front thereof in a direction in which light is emitted and a narrow opening into which one of the pair of sealing portions is inserted, and

a translucent member is attached to the wide opening of the reflecting mirror.

5. A reflecting-mirror-equipped lamp comprising:

a high pressure discharge lamp including a luminous bulb enclosing a luminous material therein and sealing portions respectively extending from both ends of the luminous bulb; and

a reflecting mirror for reflecting light emitted from the high pressure discharge lamp,

wherein the reflecting mirror has an opening at the front thereof in a direction in which light is emitted, and the opening is provided with a front glass,

two air holes are formed through the reflecting mirror,

the two air holes are disposed on a cross section of the reflecting mirror which includes the luminous bulb and is substantially vertical to the direction in which the sealing portions extend,

if the cross section is divided into first, second, third and fourth quadrants with respect to the luminous bulb, the two air holes are respectively provided in two quadrants diagonal to each other such that the air holes are located in the first and third quadrants, respectively, or in the second and fourth quadrants, respectively,

one of the two air holes serves as an inlet of air and the other serves as an outlet of air, during operation of the high pressure discharge lamp, and

the two air holes are positioned such that air enters through the inlet, strikes an upper portion of the luminous bulb, and then goes out through the outlet, in the case where the air is in a state of natural convection.

6. The reflecting-mirror-equipped lamp of claim 5, wherein no air hole which disturbs an airflow coming through the inlet, striking the upper portion of the luminous bulb, and then going out through the outlet is formed.

7. The reflecting-mirror-equipped lamp of claim 1, wherein none of the two air

holes is provided directly over the luminous bulb.

8. The reflecting-mirror-equipped lamp of claim 3, wherein none of the two air holes is provided directly over the luminous bulb.

9. The reflecting-mirror-equipped lamp of claim 5, wherein none of the two air holes is provided directly over the luminous bulb.

10. The reflecting-mirror-equipped lamp of claim 1, wherein the high pressure discharge lamp is a high pressure mercury lamp including mercury enclosed in an amount of 150 mg/cm^3 or more.

11. The reflecting-mirror-equipped lamp of claim 3, wherein the high pressure discharge lamp is a high pressure mercury lamp including mercury enclosed in an amount of 150 mg/cm^3 or more.

12. The reflecting-mirror-equipped lamp of claim 5, wherein the high pressure discharge lamp is a high pressure mercury lamp including mercury enclosed in an amount of 150 mg/cm^3 or more.

13. The reflecting-mirror-equipped lamp of claim 1, wherein the high pressure discharge lamp is a lamp of 80 W or more.

14. The reflecting-mirror-equipped lamp of claim 3, wherein the high pressure discharge lamp is a lamp of 80 W or more.

15. The reflecting-mirror-equipped lamp of claim 5, wherein the high pressure discharge lamp is a lamp of 80 W or more.

16. An image projecting apparatus comprising:
the reflecting-mirror-equipped lamp recited in claim 1; and
an optical system using the reflecting-mirror-equipped lamp as a light source.

17. An image projecting apparatus comprising:
the reflecting-mirror-equipped lamp recited in claim 3; and
an optical system using the reflecting-mirror-equipped lamp as a light source.

18. An image projecting apparatus comprising:
the reflecting-mirror-equipped lamp recited in claim 5; and
an optical system using the reflecting-mirror-equipped lamp as a light source.

19. The image projecting apparatus of claim 16, wherein no cooling fan for cooling the reflecting-mirror-equipped lamp is provided.

20. The image projecting apparatus of claim 17, wherein no cooling fan for cooling the reflecting-mirror-equipped lamp is provided.

21. The image projecting apparatus of claim 18, wherein no cooling fan for cooling the reflecting-mirror-equipped lamp is provided.